

MAIL DISTRIBUTION INSTRUCTIONS

SUBJECT:

THE FORCE Vol. 14 No. 1

DATE:

MARCH 22, 1991

PRIORITY:

☒ WEEKLY MAILING☐ IMMEDIATELY☐ OVERNIGHT

DISTRIBUTE THE ATTACHED CORRESPONDENCE IN ACCORDANCE WITH THE FOLLOWING

FIELD SALES FORCE

<input type="checkbox"/> VICE PRESIDENT REGION SALES	<input type="checkbox"/> AREA MANAGERS
<input type="checkbox"/> REGION TRAINERS	<input type="checkbox"/> DIVISION MANAGERS
<input type="checkbox"/> EMPLOYEE RELATIONS MANAGERS	<input type="checkbox"/> RETAIL MERCHANDISING MANAGERS
<input type="checkbox"/> EMPLOYEE RELATIONS GENERALISTS	<input type="checkbox"/> SALES REPRESENTATIVES
<input type="checkbox"/> SUPERVISOR SALES SYSTEMS SUPPORT	<input type="checkbox"/> RETAIL MERCHANDISERS
<input type="checkbox"/> FVB REGION SALES MANAGERS	<input type="checkbox"/> SPECIAL ASSIGNMENT REPRESENTATIVES
<input type="checkbox"/> SECTION SALES DIRECTORS	<input type="checkbox"/> SPECIAL REPRESENTATIVES
<input type="checkbox"/> SECTION OPERATION & PLANNING MANAGERS	<input type="checkbox"/> MERCHANDISING REPRESENTATIVES
<input type="checkbox"/> SENIOR ACCOUNT MANAGERS	<input type="checkbox"/> INCENTIVE MERCHANDISERS
<input type="checkbox"/> SUPERVISORS RETAIL OPERATIONS	<input type="checkbox"/> PERMANENT SAMPLERS
<input type="checkbox"/> SUPERVISORS HEADQUARTERS ACCOUNTS	<input type="checkbox"/> RETURNED GOODS PROCESSORS
<input type="checkbox"/> SECTION SALES SUPERVISORS	<input type="checkbox"/> MILITARY MERCHANDISERS
<input type="checkbox"/> SUPERVISORS MILITARY ACCOUNTS	<input type="checkbox"/> RETAIL MERCHANDISERS ASSISTANTS
<input type="checkbox"/> AREA MANAGERS MILITARY SALES	<input type="checkbox"/> FULL TIME SECRETARIES

HEADQUARTER SALES / MILITARY / SALES TRAINING / ANALYSIS

7_J CHAUMP	7_J WOODS	7_G CHAPMAN	7_H GLASTEIN
7_B BAKER	7_R HARVELL	7_P SABATINO	7_T JONES
7_S SABELLA	7_L GAMBARELLI	16_L GLENNIE	7_T GODWIN
7_J NELLENBACH	11_E PROSS	16_T COSTAS	7_B RISKIN
7_M BLACKWELL	11_M ANDREACCHI	16_B COOMBS	7_L CARLISLE
7_D HUFFORD	11_S ALTSCHUL	16_T WILHELMS	
7_J MURPHY			

BRAND MANAGEMENT / MARKETING PROMOTIONS

8_D DANGOOR	8_R CAMISA	8_R TALBOTT	8_A GOLDFARB	8_E MERLO	10_J McNAMARA
8_M MOORE	8_C COHEN	8_N PARMET	8_J GREENE	14_J SPECTOR	10_G LAWLESS
8_N LUND	8_K ALTENBERG	8_S JANNETTA	8_B EGAN	14_M ANTONOFF	10_J DONOVAN
8_T MCCARTHY	8_J RAPORTE	8_P HENRIQUES	8_M MAHAN	14_A O'NEIL	10_D VENUTI
8_J SCULLY	8_P GILL	8_R FERRIN	8_A SINHA	5_L MCCULLAGH	10_S SUSSMAN
8_R MIKULAY	8_A MARRULLIER	8_S REICH	8_A MACRAE	5_E MOORE	
8_L SUWARNA	8_D BALL	8_M JOLDA	5_I VOUGHT	5_S CHARNEY	
8_B SCHUYLER	8_T GARGUILO	8_A ALIKSANYAN	5_V BERNER	5_M MEIR	
	8_S FULLER	8_C SHORE	5_K HOWE	14_P DEGENER	
	8_W SMITH	8_S SCHREIBMAN		5_J YUSKO	
	8_M SALTZMAN	8_S BENDER		5_M HEINRICH	

TRADE RELATIONS / NATIONAL ACCOUNTS / SALES PLANNING / MASTERS / MATERIALS

6_M IRISH	7_B O'BRIEN	7_S BOWERS	7_J MORTENSEN	7_R MARTINDALE	14_G MOREO
6_C REARDON	7_D MAZZITELLI	7_P PURVIS	7_L JOHNSON	7_M MURPHY	14_P KORNBLUTH
6_B HOPKINS	7_W BERKOWSKY	7_T DALEY	7_T WORCESTER	7_D BRUNO	14_G WALSH
6_D LINDBLOM	7_D MILLER	7_J YEAGER	7_S HORTON	7_E BOYLE	14_S CALDWELL
6_M GRANDE	7_S LAWSON			7_D DRAGGOO	14_A ATLAS
6_C BERRY	7_S NORRIS				14_M KESHNER
6_L THEAMAN					
6_B GARRY					
6_T KENNARD					

MARKETING MANAGEMENT / MARKETING SERVICES / RELATED STAFFS

7_M SZYMANCZYK	6_T GOODALE	6_J THWAITES	9_H LONG	9_J JOHNSTON
7_S BLOOM	6_T VANCE	6_S TELEGADIS	10_S LIZZA	9_M SAINÉ
7_D SMITH	6_D SMITH	6_R MITCHUM	10_D BERENSON	D HARRISON (RICH)
7_S VASQUEZ	6_P PISCITELLI	6_T BONOMO	10_S MURRAY	W PLUNKETT (RICH)
9_J NELSON	6_G TARRING	6_R HUFFORD	10_P DITOMASO	G SLEDGE (RICH)
T LYNN (SEC. 22)	6_F ALFIERI	6_D TENBARGE	8_D BERAN	H RUPERTUS (RICH)
N RECINE (KEARNY)	6_R HUCKFELDT	6_C WHITE	8_D ANISE	B MILLER (RICH)
	6_T RYAN	6_S SIMMONS	8_T BEANE	
	6_Y JOHNSON		8_J AURIE	

ATTACHMENTS / INSTRUCTIONS

from Sue Altschul - distribution lists supplied - Now sales
 Force PERSONNEL + INTER/INTRA COMPANY PERSONNEL

40 copies to N. RECINE

EXTRAS TO Alva Baldassarre

APPROVED:

S. SABELLA
J. NELLENBACHM. BLACKWELL
D. HUFFORD

J. MURPHY

THE FORCE

News for and about the Philip Morris Sales Force



TEAMWORK ST. LOUIS STYLE

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FROM THE EDITOR

Meet Sue Altschul (right) — the newest member of my staff. As a Long Island Sales Rep, Sue worked the Marlboro Cup at Belmont Race Track and was featured in a 1981 issue of *THE FORCE* (below). Many of you probably remember talking with her on the P.O.S. Hotline — her most recent position in the NYO.

Sue will work with me and another very valuable member of my team, Marie Andreacchi.

Together we bring you not only *THE FORCE*, but also other communication/motivation programs like *THE SUGGESTION EXPRESS* and *THE BIG APPLE EXPERIENCE*. It's our group that gets you ink in the trade and local press when you receive a promotion!

Marie, Sue and I always look forward to hearing from people in the Field. After all, that's what keeps the communications going. Remember, you can call or write or FAX us anytime with your comments, questions, ideas, stories or photos. Call us collect at (212) 878-2061. The FAX number is (212) 880-3344.

Betsy Fross



THE FORCE

News for and about the Philip Morris Sales Force

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Teamwork St. Louis Style.

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Teamwork

St. Louis Style

Last fall, St. Louis SSD Tony Johnson challenged his Supervisors and SOPM. "Come up with an alternative way," he said, "to move incentives and promotional product through the pipeline to our retail accounts." Supervisors Alisha Giancola, Jeff Smith, Sam Atkinson and SOPM James Petroski went to work.

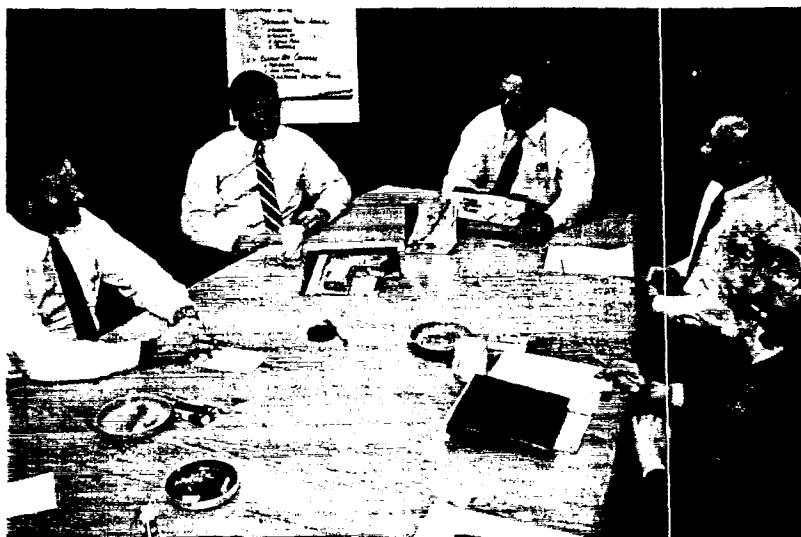
Alisha "brainstormed" the challenge with her AM's and DM's. They discussed their ideas with the entire Section, asked for input, and developed objectives, elements and timetables.

James started the analysis that was crucial to getting a program running. Combining software packages, he designed a worksheet to calculate incentive and promotional product needs for each distributor and Sales Rep.

Jeff, with help from DM Ann Hopper, went to work devising an annual promotional agreement to solicit retail response. They found most accounts willing to commit for a year.

Sam looked at organizing transshipments for distributors and chains.

"Teamwork pays off," says Tony. "Working together we came up with Section 33's Automatic Incentive Distribution



"How can we move promotions through the pipeline more efficiently?" SSD Tony Johnson (center) challenges SOPM James Petroski and SSS's Sam Atkinson, Jeff Smith and Alisha Giancola (clockwise).



SSS Alisha Giancola and her managers developed a program that's working well in Section 33. They are DM Jack Nelson, DM Bob Harris and AM Jon Shepherd (back, from left) and DM's Hank Meador, Bill Verdun, Tony D'Amico and AM Sandra Mallett (seated from left). Missing is AM Geri Pagano.

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Program. We've been using the concept here since November on things like the Bucks 5 for 2 promotion."

This program allows the Sales Force to use existing wholesaler distribution channels for shipments of PM promotional and

incentive products. Alisha explains, "Many distributors now assemble and ship carton and pack promotions. Direct shipments to retail accounts are marked HOLD FOR PM SALES REP."

Now that materials go direct



Alisha, Jeff, Sam and James (from left) iron out details like agreements and transshipments.



SR Claudine Brooks finds the Automatic Distribution Program gives her time to concentrate on bigger priorities like making presentations or selling and placing permanent p.o.s.

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from Kearny, to the wholesaler, to the retailer, Sales Reps no longer have to make multiple trips to p.o.s. facilities. Once in a store, they simply place the pre-assembled promotions on the display and can focus on bigger priorities. Sales Rep productivity is way up," agree Jeff and Sam. "It helps keep the 'Sales' in Sales Rep."

Are there other positive results? "You bet," says James. "The program lets us make better use of Plans C and CP. In supermarkets especially, promotional penetration improves."

"We've created a real partnership between PM and distributors," says Alisha enthusiastically. The mutual benefits include increased unit sales and profit, customer satisfaction and competitive advantage. The program almost sells itself. It lets PM take advantage of Masters Value Added Distribution requirements to assemble and deliver promotions.

Section 33 met the challenge so successfully that Tony and Alisha presented their plan at Headquarters. The response was more than enthusiastic. New York took the essence of the St. Louis program, added uniform payment schedules and designed displays which double as shipping containers.

Look for this streamlined process in your part of the country during the second half of the year.



SR's like Chris Conway (right) act as liaisons between participating distributors and P.M. Chris works with Larry Rudolph (left) of Dolgin Candy and Tobacco to demonstrate assembly, verify deliveries and handle any situations that develop on site.

Section 32 Makes A Bid

To most of us in the USA, Louisiana conjures up Bourbon Street. Mardi Gras. Revelry. Sports spectacles. Jazz.

At PM USA, add auctions. Section 32 bids out their allocations for promotional programs. They hold auctions at planning meetings every four to six weeks with all levels of management involved in targeting key accounts.

Baton Rouge Will Take . . .

Displays are "bid out" on a priority basis. Accounts in different trade classes and at different volume levels have a fair opportunity to receive promotions. Working from a highly customized list of chain stores within each Division, SAM managed chains bid in the first round, followed by AM and Division chains, key independents and other accounts. The procedure is well received by all levels, especially Reps who say it puts them in a better position to manage their time.

Like its sister Sections, Section 32 receives a large number of promotional programs every month. They stand out for their unique approach.

Let's Look Into It

SSD Ward Cashion initially got the idea to use spreadsheets to streamline the allocation process. He looked into it further with SSSS Mark Anton, who assists Region 3 to utilize sophisticated computer tools. "Mark absorbed the logistics like a sponge," says

Ward. "Together, we worked with Section to tailor software to fit our needs and fine tune the program."

The Mac Attack

A key element in the process is utilizing Microsoft Excel software on the Macintosh. Once the bids are accepted, they're entered into the computer, which designates where incentives and displays should be sent — broken down by territory. Next, the related shipping and allocation lists are printed and distributed. The resulting program trims a process that would normally consume hours to a 30-minute exercise for each promotion. That's it. Your orders are in!

The three Section Supervisors are all familiar with the system and rotate the job of entering the

program and ordering for the entire Section.

Sold!

"Bidding" exemplifies how planning can achieve results. It's also a good example of a process which has evolved with our changing business needs.

And Section 32 is "sold" on advanced copies of elements memos. They have more lead time to pre-sell, slot and book promotions. "The quicker elements memo," says Section 32 SOPM David Gentry, "enables us to 'pre-guesstimate' even sooner, especially for chains, which try to book as far in advance as they can. We enter our bidding process with ever more certainty. Our people know their accounts very well, and faster information keeps us on target."

At a Section 32 planning meeting:



Baton Rouge will take . . .



Back Row: SSS Jack Howell, SSS Curley Marcotte, SSD Ward Cashion, SOPM David Gentry and SSS John Blanton (from left). Front Row: Rich Hufford and DM David Stozzle. Rich now brings his Field experience to the NYO as a Senior Analyst in Sales Information Services.

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